

**ABSTRACT OF THE DISCLOSURE**

A colored polyolefin film is printed by digital printing techniques. The colored polyolefin film is formed by blending a coloring agent, such as a pigment or a dye, with a polyolefin, and forming a film from the blend by an extrusion process. Digital signals are supplied to a printer adapted to respond to such signals to print the colored film. Indicia may be placed on the surface of the colored film by electrostatic printing, thermal transfer printing or ink jet printing, especially with an ultraviolet (UV) curable ink jet ink. The colored polyolefin film may be a multi-layer film having an opaque, cavitated core layer and at least one colored skin or tie layer.

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